

66 Brands

TABLE I.

BRANDS MOVING TO THE MINOR
BRAND SECTION OF THE C.I. REPORT

	<u>Size</u>	<u>Sales</u>
<u>BROWN & WILLIAMSON</u>		
Barclay	100	0.32
Belair	100M	0.41
Belair Lights	100M	0.22
Capri Men. (Box)	100M	0.97
Kool Lights	K-FM	0.54
Kool Milds (Box)	K-FM	0.58
Kool Ultra	K-FM	0.33
Kool Lights	100M	0.44
Kool Ultra	100M	0.33
Raleigh	K-F	0.60
Raleigh	100	0.45
Viceroy (Box)	K-F	0.48
Viceroy Lights	K-F	0.78
Viceroy Lights	100	0.90
<u>AMERICAN</u>		
American Filters	K-F	0.16
American Filters	100	0.26
American Lights	K-F	0.27
American Lights	100	0.48
Carlton Men.	K-FM	0.47
Carlton (Box)	100	1.37
Carlton	120	0.68
Carlton Men.	120M	0.31
Lucky Strike	K-F	0.24
Malibu	100	0.20
Malibu Low Tar Men.	100M	0.39
Malibu Lights	100	0.39
Malibu Ultra Lights	100	0.26
Tareyton	100C	1.23
Tareyton Long Lights	100C	0.14

TABLE 2.

BRANDS REMAINING IN THE MAIN C.I.
FROM THE SAME FAMILY

	<u>Size</u>	<u>Sales</u>
Barclay	K-F	0.48
Belair	K-FM	0.62
Capri (Box)	100	1.20
Kool (Box)	K-FM	1.80
Kool	K-FM	11.14
Kool Milds	K-FM	2.99
Kool	100M	4.24
Viceroy	K-F	3.05
Viceroy	100	1.83
Carlton	K-F	1.66
Carlton	100	2.28
Malibu Lights Men.	100 New Brand	
Tareyton	K-FC	1.33

BRANDS MOVING TO THE MINOR
BRAND SECTION OF THE C.I. REPORT

	<u>Size</u>	<u>Sales</u>
<u>LORILLARD</u>		
Kent III	K-F	1.04
Kent III	100	1.23
Kent Golden Lts.	K-F	1.02
Kent Golden Lts.	100	0.91
Kent	100	1.41
Newport Stripes (Box)	100	0.21
Newport Stripes Men. (Box)	100M	0.28
Newport Lights	100M	0.27
Old Gold	K-F	0.47
True Men.	K-FM	0.59
True Men.	100M	0.59
True	100	1.04
<u>LIGGETT</u>		
Lark Lights	K-FC	0.28
Lark Lights	100C	0.21
L & M	100	0.21
L & M	K-F	0.87
<u>R.J. REYNOLDS</u>		
More	120	1.56
More Men.	120M	1.45
More White Lights	120	0.31
More White Lights	120M	0.22

BRANDS REMAINING IN THE MAIN C.I.
FROM THE SAME FAMILY

	<u>Size</u>	<u>Sales</u>
Kent	K-F	1.97
Newport (Box)	L-FM	6.55
Newport	K-FM	8.50
Newport	100M	3.52
Newport Lights	K-FM	1.05
True	K-F	1.32

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BRANDS MOVING TO THE MINOR
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	<u>Size</u>	<u>Sales</u>
PHILIP MORRIS		
Benson & Hedges Lts. (Box)	1.00	0.26
Benson & Hedges Lights Men. (Box)	100M	0.38
B & H Multifilter	K-FC	0.12
Marlboro Lts. Men. (Box)	K-FM	0.71
Marlboro Lts. Men. (Box)	100M	0.48
Merit Ultra Lights (Box)	K-F	0.93
Merit Ultra Lights (Box)	100	0.50
Merit (Box)	K-F	1.15
Merit Ultra Lights Men.	K-FM	0.65
Merit Ultra Lights Men.	100M	0.55
Saratoga (Box)	120	0.55
Saratoga Men. (Box)	120M	0.25
Va. Slims UL (Box)	100	1.42
Va. Slims UL Men. (Box)	100M	1.14
Va. Slims Lights (Box)	120	1.56
Va. Slims Lts. Men. (Box)	120M	1.11

BRANDS REMAINING IN THE MAIN C.I.
FROM THE SAME FAMILY

	<u>Size</u>	<u>Sales</u>
Benson & Hedges	100	2.73
Benson & Hedges Lts.	100	1.96
Benson & Hedges Lts. Men.	100M	1.92
Benson & Hedges (Box)	100	0.53
Benson & Hedges Men.	100M	3.40
Benson & Hedges Men. (Box)	100M	0.38
B&H Deluxe UL (Box)	100	2.79
B&H Deluxe UL Men. (Box)	100M	2.08
Marlboro	K-F	22.86
Marlboro Lts. (Box)	K-F	19.94
Marlboro Lts.	K-F	19.04
Marlboro Men.	K-FM	1.08
Marlboro (Box)	L-F	31.96
Marlboro Lts (Box)	100	6.12
Marlboro Lts.	100	8.36
Marlboro	100	6.78
Merit Ultra Lights	K-F	2.82
Merit	K-F	3.31
Merit Men.	K-FM	0.53
Merit	100	2.65
Merit Ultra Lights	100	2.17
Merit Men.	100M	0.47
Va. Slims	100	2.22
Va. Slims Men.	100M	1.92
Va. Slims Lts. (Box)	100	1.93
Va. Slims Lts. Men. (Box)	100M	2.20

1991 Year-end sales in billions of cigarettes - Philip Morris Marketing Research, January 1992.

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